



General Assembly

February Session, 2016

Amendment

LCO No. 4119



Offered by:
REP. ARESIMOWICZ, 30th Dist.

To: House Bill No. 5426

File No. 281

Cal. No. 206

"AN ACT MANDATING THE CREATION OF THE CONNECTICUT-MADE DESIGNATION."

1 Strike everything after the enacting clause and substitute the
2 following in lieu thereof:

3 "Section 1. Section 32-6m of the general statutes is repealed and the
4 following is substituted in lieu thereof (*Effective October 1, 2016*):

5 (a) The Commissioner of Economic and Community Development
6 shall develop a "CONNECTICUT-MADE" or "CT-Made" logo and
7 make said logo available to Connecticut manufacturers and producers
8 of Connecticut-made products through an Internet web site that shall
9 allow such manufacturers and producers to promote their products
10 that are made in Connecticut. The commissioner shall develop
11 guidelines for the use of such logo in any branding efforts by such
12 manufacturers and producers, which may include: (1) The types of
13 products and specifications for such products that may be branded as
14 "CONNECTICUT-MADE" or "CT-Made"; and (2) the ability of such a
15 manufacturer or producer to alter such logo's proportions or colors.

16 Any state agency, quasi-public agency or other public or private
17 institution may promote such Internet web site and logo. The
18 commissioner shall not contract with any third party to carry out the
19 provisions of this subsection.

20 (b) The commissioner may, within available appropriations,
21 establish and administer a program to promote the marketing of
22 products produced in Connecticut for the purpose of encouraging the
23 development of manufacturing and production in the state. [The
24 commissioner may, within available appropriations, provide a grant-
25 in-aid to any person, firm, partnership or corporation engaged in the
26 promotion and marketing of such products, provided the words
27 "CONNECTICUT-MADE" or "CT-Made" are clearly incorporated in
28 such promotional and marketing activities. The commissioner shall (1)]
29 As part of said program, the commissioner may (1) provide for the
30 design, plan and implementation of a multiyear, state-wide marketing
31 and advertising campaign, including, but not limited to, television and
32 radio advertisements, promoting the availability of, and advantages of
33 purchasing, Connecticut-made products, (2) establish and
34 continuously update a web site connected with such advertising
35 campaign that includes, but is not limited to, a comprehensive listing
36 of Connecticut manufacturers, Connecticut-made products and
37 Connecticut retailers selling Connecticut-made products, (3) direct
38 Connecticut manufacturers and producers of Connecticut-made
39 products in need of assistance to the appropriate economic
40 development entity or state agency, and (4) conduct efforts to promote
41 interaction and business relationships between Connecticut
42 manufacturers and producers of Connecticut-made products and
43 retailers, marketers, chambers of commerce, regional tourism districts
44 and other potential institutional purchasers of Connecticut-made
45 products, including, but not limited to, (A) linking Connecticut
46 manufacturers and producers of Connecticut-made products with
47 potential purchasers through a separate feature of the web site
48 established pursuant to this section, and (B) organizing state-wide or
49 regional events promoting Connecticut manufacturers and producers

50 of Connecticut-made products, where such manufacturers, producers
 51 and institutional purchasers are invited to participate. The
 52 commissioner shall use his or her best efforts to solicit cooperation and
 53 participation from Connecticut manufacturers, producers of
 54 Connecticut-made products, retailers, marketers, chambers of
 55 commerce and regional tourism districts in such advertising, Internet-
 56 related and event planning efforts, including, but not limited to,
 57 soliciting private sector matching funds. The commissioner shall
 58 administer [this] such program within available appropriations. [On or
 59 before January 1, 2013, and annually thereafter, the commissioner shall
 60 report to the joint standing committee of the General Assembly having
 61 cognizance of matters relating to commerce on issues with respect to
 62 efforts undertaken pursuant to the requirements of this section,
 63 including, but not limited to, the amount of private matching funds
 64 received and expended by the department.]

65 (c) The commissioner may adopt such regulations, in accordance
 66 with chapter 54, as he or she deems necessary to carry out the
 67 purposes of this section."

This act shall take effect as follows and shall amend the following sections:		
Section 1	October 1, 2016	32-6m